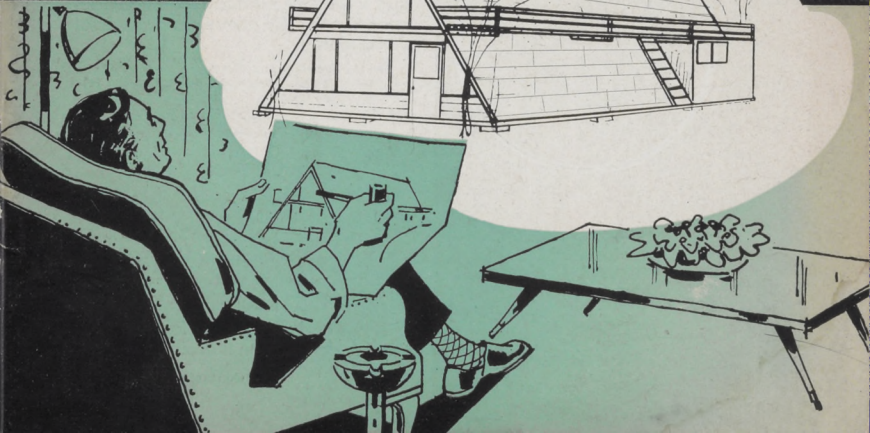


Contacts

AUGUST 1961





Published Monthly by

T. EATON CO. LIMITED
CANADA

of Winnipeg, Manitoba, for
distribution to the co-workers
of the Company.

Vol. 37 AUGUST, 1961 No. 8

Editor: Ruth Spurway

PUBLICATION DATE:

15th of Each Month

NEWS DEADLINE:

The End of Previous Month

COVER STORY

A charming picture representing a dream come true. Our Portrait Studio manager and his family planned this summer home and built it at Moose Lake in south-eastern Manitoba. They enjoy it the more because every board and nail speaks of the labour and love they put into it. The "widow's walk" on the side is a unique feature and provides a balcony for that afternoon nap or evening chat.



I Want to Know...

Why are medical and hospital insurance payments not deducted from welfare pay?

Welfare Pay is based on a percentage of regular pay according to length of service and number of dependants. Therefore if the regular deductions were to be made for such things as Income Tax, Pension Plan, Hospital and Medical premiums, the amount received as Welfare Pay would be significantly reduced. Because Welfare Pay is made up separately from regular pay and paid separately and sometimes is received along with regular pay in a particular pay period, it is felt that it is best to make such deductions only from regular pay.

In order to be sure that the individual's hospital and medical premiums are paid, the Company pays these premiums for the individual concerned if no regular pay is earned during a pay period, but asks the individual to repay the Company when they return to work and are receiving their regular salary.

What is the basis for the answer given in the May Contacts to the question "Why must women employees retire at age 60 when men are permitted to work until age 65." The answer states that it was found that these ages appear to meet the desires and needs of the majority.

The Economics and Research Branch of the Department of Labour have published the following findings:

Of 196 Plans Studied, the Retirement Ages for Females were:

Age	No. of Companies	% of Total
70	2	
68	1	
65	47	24%
60	130	66.3%
55	16	8.2%

The publication further states: "Women in general have a longer life expectancy than men. Thus, even if female employees retire at the same age as men, it is more costly to provide them with a pension."

These and many other facts entered into the decision on retirement ages.

FORTY YEARS WITH EATON'S

MR. GEORGE SARGEANT

Wednesday, August 2 marked 40 years of service with the Company for Mr. George Sargeant of the Catalogue Heavy Hardware Department. He has handled that type of merchandise for the Company in either the Store or Catalogue Division for his whole 40 years.

Mr. Sargeant was born in Berkshire, England, and attended school there. He came to Estevan, Saskatchewan, in 1913 and moved to Winnipeg in 1919. Mr. and Mrs. Sargeant enjoy the North country and have a cabin at Berens River where he is spending a month from July 28. He is an expert roller skater and is well known as an instructor in this sport.

On Thursday, July 27 the department presented him with a Coleman gas camping stove and a gas lantern. His desk was fully decorated and many friends came to offer congratulations. We all join them in this, and wish Mr. Sargeant a happy holiday and many more years of good health and fortune.



25 YEARS WITH EATON'S

MR. S. BRUCE EVANS

Thursday, July 13 marked the 25th anniversary of his service with the Company for Mr. Bruce Evans, Manager of the Budget Fashion Department, in which department all his service has been given. He is Winnipeg born and educated. Mrs. Evans is the former Thelma Armour of Catalogue Copying. They have three sons.

Mr. Evans served with the Air Force during World War I as a navigator and instructor in navigation. He is a member and Past Master of Ionic Lodge, No. 25, A.F. & A.M. He describes himself as a home carpenter but hopes his building chores are now finished and he may have time again for golf and curling. In April Mr. Evans took part of his long holiday and, with members of his family motored to Disneyland. The remainder of his holiday time will be spent relaxing in his garden. To aid in this, his department made him a gift of a sun cart and lawn table on his anniversary morning. They also decorated his desk and he received many personal gifts and congratulatory callers. His gift from the Company was a watch.

Congratulations, Mr. Evans, on your 25 years of achievement and our best wishes for a happy future.



MR. ALFRED SYDNEY PARKER

Mr. Alfred Sydney (Fred) Parker, Manager of the Catalogue Shoe Department, celebrated his 25th anniversary with the Company on Thursday, July 27. He started his service in Catalogue Men's Clothing, moving to Boys' Clothing as Assistant in 1942, later becoming Department Manager in that department and, in 1954, in the combined department of Men's and Boys' Clothing. In 1960 he became Department Manager in Catalogue Shoes.

Mr. Parker was born in New Glasgow, Nova Scotia, but came to Winnipeg at three and has lived here since. He is married and has two sons. His summer home at Falcon Lake was his choice for the setting of his long holiday which he started in July. Mr. Parker lists fishing, golf, curling and carpentry as his hobbies. Because he would be away on his anniversary date his department celebrated the event early by a dinner on Thursday, July 13 at Rae and Jerry's Restaurant where he received a barbecue and by decorating his desk on Friday morning the 14th. He received a lawn umbrella and table from his department and many personal gifts and friendly calls. His gift from the Company was a watch.

Mr. Parker's many friends and associates offer congratulations and best wishes on this happy occasion.



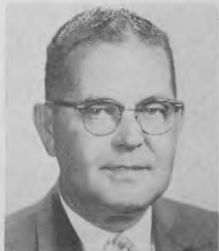
MR. JOHN CLINTON ANDERSON

Twenty-five years of service with the Company was attained by Mr. John Clinton Anderson, Manager of the Toy Department, on Thursday, July 27. He started work with the Catalogue Boys' Clothing and has served in various capacities in Men's Hats, the Stock Audit, the Lingerie Department and the Juvenile and Girls' Wear Department before moving to the Toys ten years ago. Mr. Anderson was born in Franklin, Manitoba, and attended school in Winnipeg. He married the former Eileen Keegan of Catalogue Suits and Coats and they have a son of 14.

Mr. Anderson is interested in sports, but mostly as a spectator, and in gardening. He is fond of music and plays the Hammond organ. His long holiday will be devoted to relaxation, much of it in his own swimming pool.

On his anniversary day many of Mr. Anderson's friends and associates called on him at his home, bringing congratulations and gifts. On Saturday evening, July 29, his staff and various friends brought a surprise party to his home and enjoyed a gay evening, completed by organ music by our host. A presentation of a stereo portable gramophone was made on this occasion. His gift from the Company was a watch.

Congratulations and all good wishes, Mr. Anderson.



25 YEARS WITH EATON'S



MR. ALBERT EDWARD BOYD

Mr. Albert Edward Boyd celebrated his 25th anniversary with the Company on Thursday, July 13. He worked for three years with the Delivery Department and then transferred to Freight Transport where he has been employed for the past 22 years. Mr. Boyd was born and attended school in Winnipeg. He is married and has two sons, one daughter and six grandchildren.

Mr. Boyd is an active member of Harstone United Church. He is a home gardener and in the winter finds time to curl. His interest in other sports is now that of a spectator but he follows baseball, hockey and football ardently.

Mr. Boyd received a gift of a silver tray from the Company on this occasion. His department added a beautiful silver tea service to match. His many friends join in congratulating him on his years of faithful service and wishing him well in all his future years.



MISS ELIZABETH WRIGHT

Miss Elizabeth (Betty) Wright completed 25 years of service with the Company on Thursday, July 27. She started in the Exchanges but transferred to the Budget Plan Department after three years and has been there for the past 22 years. Miss Wright was born and attended school in West Kildonan—still lives there with her parents. She is fond of cooking, sewing and gardening.

To mark this occasion the Company gave her a diamond ring. Her department presented her with a 35-mm. camera and dinnerware. Her day was further celebrated by calls from her many friends as she presided at her decorated desk which became covered with personal gifts during the day. Some of her associates held a party in her honour on the evening of Wednesday, July 26, at the home of Eleanor Smith and gave her a framed picture.

Congratulations, Miss Wright, and happy days.



MISS AINSLIE M. JOHNSON

Miss Ainslie M. Johnson of the Catalogue Budget Plan reached her 25th anniversary with the Company on Friday, August 4. She had worked 21 years in the Catalogue Hosiery before transferring to her present department four years ago. Miss Johnson is a real Winnipegger, born here and lived here all her life. She is a member of the Eaton Women's Golf Club and is an enthusiastic alley bowler as well as being fond of reading and travel. She took her long holiday earlier in the summer, spending a month at Whitehorse in the Yukon.

Miss Johnson received a diamond ring from the Company on this happy occasion. Her department took her to lunch at Zoratti's on her big day and presented her with a white gold wrist watch. In the morning she found her desk decorated and received a gift of a hand bag and a Corning Ware set from her department and many personal gifts from her friends and associates who came to offer congratulations. We all join in wishing her the best and in complimenting her on her service.

HONOURED ON HER RETIREMENT



MISS KATHERINE MCLEOD

When Miss Katherine McLeod retired on Tuesday, August 1 she had served for 13 years in the Employees' Lunch Room. Miss McLeod was born in Glasgow, Scotland, and came with her parents to Garson, Manitoba, at six years of age. She has lived in and near Winnipeg ever since. Miss McLeod is a member of Calvin Presbyterian Church, Weston. She is an ardent TV watcher.

On Monday, July 10 her co-workers held a dinner in Miss McLeod's honour at Zoratti's Restaurant and presented her with a hand bag containing an appropriate enclosure. On her retirement day she received a wallet and a beautiful dustcoat from her department and many personal gifts. Callers came from all over the Store to wish her well.

Miss McLeod plans to continue to live in Winnipeg. We all wish her many happy healthy years of leisure.

HONoured ON THEIR RETIREMENT

MR. JOHN WILLIAM BAKER

Mr. John William Baker, Department Manager of the Ladies' Wear, Lower Priced Store, retired on Friday, June 30 after 45 years of service with the Company. He has served in various capacities in many ladies' departments in that time, including his first three years in the "Petticoat" Department, 19 years in Sportswear, three years in Calgary Ladies' Wear, and the remaining years between Budget Fashions, Second Floor, and his present department.

Mr. Baker was born in Port Dalhousie, Ontario, and attended school there. He came to Winnipeg in 1916. He is married and has one son, four daughters and 12 grandchildren. The Bakers plan to reside in Winnipeg but do some travelling.

On the occasion of his retirement the Management Association presented him with a handsome china dinner set. The Lower Priced Store Managers and others held a party in his honour at the home of Mr. R. Clarke. His department had taken a surprise party to his home on Tuesday, June 20 and a gift of a power mower.

We will miss Mr. Baker from our midst and our best wishes go with him. May your health be greatly improved when you have leisure time to concentrate on the right climate and plenty of relaxation, Mr. Baker.



MR. ADAM ALEXANDER

Mr. Adam Alexander, Manager of the Foodateria Department, has retired after 34 years of service with the Company. He first worked in the Men's Furnishings Department for two years, then successively in the Stock Audit, the Wages, the Fruit Departments and more recently in charge in the Groceteria.

Mr. Alexander was born in Aberdeen, Scotland, and attended school there, coming to Winnipeg in 1912. He is married and has two sons, one daughter and five grandchildren. Mr. and Mrs. Alexander are very fond of travel and have taken the Overseas Flight each year for the past two years. Fishing is also one of Mr. Alexander's hobbies.

On the occasion of his retirement the Management Association presented him with a television set. His department gave him fishing equipment and other personal gifts.

All good wishes are extended to Mr. Alexander. May you have a long and happy life and all good fortune throughout.



MR. CHARLES MURRAY

Saturday, July 29 was retirement day for Mr. Charles Murray, Signature in the Lower Priced Store Men's Furnishings. He had served with the Company for 35 years. Mr. Murray was born in Dunlop, Ayrshire, and attended school in Larkhall, Lanarkshire, coming to Winnipeg and Eaton's at 28 years of age. He served in World War I in the Scottish Rifles for three years. Mr. Murray is married and has one son, one daughter and five grandchildren. He is a member of Canukeena and of the Fort Garry Legion. Fishing and spectator sports, particularly baseball on television are among his hobbies.

On the Friday before his retirement his department decorated his desk and presented him with a TV antenna. He also received personal gifts and calls from his many well-wishers. Later, when the holidayers return, a party is planned in his honour.

We join Mr. Murray's many friends in wishing him good health and happiness in his leisure years.



MISS A. MARJORIE MacFARLANE

Miss Marjorie MacFarlane of the Foodateria Office had served 37 years with the Company when she retired on Tuesday, August 1, all of this time in the Groceries. She was born in Douglas, Ontario, attended school in Kinistino, Saskatchewan, and came to Winnipeg and Eaton's in 1923. Miss MacFarlane is fond of reading and television, sewing and travelling. She plans to travel to California in October and to live there and at the West Coast in future.

A party was held in Miss MacFarlane's honour at the home of Miss Bartlett on Wednesday, July 26. On her retirement day her department decorated her desk and presented her with a transistor radio and her many friends throughout the organization called to wish her well. She received many personal gifts.

Marjorie will be greatly missed and we all join in wishing her many happy, healthy years of retired leisure. Bon voyage!



HONOURED ON THEIR RETIREMENT



MR. GEORGE THOMAS FOX

Mr. George Thomas Fox, our popular Assistant in charge of Employees' Lunch Rooms, retired on Friday, July 28 after 40 years of service in the Grill Room Department. He was born in London, England, and came to Winnipeg as a child, attending school here. Mr. Fox is married and has one daughter, one son and two grandchildren. He is both a gardener and a carpenter in his spare time and plans to spend the remainder of the summer at his summer place at Lac du and later to take a motoring holiday in the west.

Over 50 of his associates and friends attended a party held in his honour at Zoratti's on Monday, July 10, where he received many personal gifts and Mrs. Fox was given a set of jewellery. On his retirement day the Lunchroom Service area was visited by his many friends throughout the Store and Catalogue Division to wish him well. He received a gift of a properly equipped wallet from his department and many personal gifts.

The many who came in daily contact with Mr. Fox join in the heartiest good wishes for him in his retirement. Good health and happiness go with you always, George.



MR. JOHN BLAIR

Retirement day came for Mr. John Blair, Signature in the Lower Priced Store Shoes, on Monday, July 31 after 49 years of service with Eaton's. He joined the Box Factory as a lad in short pants on September 11, 1912, spent three years in the army in World War I, going overseas with the 27th Battalion and returning to Catalogue Complaints, and has worked since then for varying periods in the General Office, Boys' Clothing, Notions and Fancy Goods, transferring to his present department in 1935.

Mr. Blair was born in Glasgow, Scotland, and came to Winnipeg when he was seven. He married Gladys Brooke of the Cash Department and they have one daughter, one son and four grandchildren. They plan to find a home and settle in British Columbia, but will do a lot of motor travelling first. Mr. Blair is fond of gardening and wood working and is also a lawn bowler.

On his retirement day his department presented him with a flight bag and they are planning a party and further celebration later in August when holidayers are back. Your many friends wish you good health and all happiness through many years of leisure, Mr. Blair.



MR. JAMES PAUL GOES TO TORONTO

Mr. James Paul, Assistant Personnel Manager in Winnipeg, left us on Friday, July 28, to take up new duties in Head Office, Toronto, as Assistant Staff Superintendent for the Company. We offer our congratulations to him and sincere wishes for continued success.

Mr. Paul began his career with the Company in the Jewellery Department in 1950. He transferred to Sales and Expense in March 1953 and was editor of Contacts from June 1953 to May 1954, when he returned briefly to Sales and Expense. In October 1954 he began work on Job Evaluation for Winnipeg and the Western Branches and was made Assistant in the Wage Administration Department when it was formed in January 1956, becoming Department Manager in that department in early 1959. His appointment as Assistant Personnel Manager came in April 1959.

Jim will be back briefly late in August to complete his personal transfer arrangement and to drive his wife, Suzanne, to their new location. At that time his department will mark his promotion and departure with appropriate celebration. The Management Association presented him with a movie projector and screen before he left and the picture above shows this presentation with Mr. W. L. Palk offering congratulations.



The time of year is approaching when it seems a good idea to do some studying toward preparing oneself for the future. The Staff Training Department, as always, is ready to help with advice, instruction, etc. Perhaps some study on the mathematics involved in merchandising is advisable at this time. Just to start your thinking, here are two easy problems. Work out your answers and turn to page 22 to check on your accuracy. Then come in and ask for more material along similar lines.

Problem 1

Net sales for a month were \$4,500.00; number of transactions or sales checks was 8,000. What was the average sale?

Problem 2

Last year sales for a month were \$25,000.00; this year we plan an increase of 10%. But this year there are only 25 selling days in the month, whereas last year there were 26. What dollar sales volume should be planned for this particular month this year?

SEE PAGE 22 FOR ANSWERS.



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JUNIOR EXECUTIVES AND COUNCILLORS RECEIVE AWARDS



We all come to know our Junior Executives and Councillors very well, at least by sight, in the year they are with us. We feel proud of their achievements and development both as they work here and in their school work and later record. Each year at this time we are able to report some of the admirable things they have done, though there may be other stories that have not come our way. We would be glad to hear these and will pass them on to the readers of Contacts. Here is what has been gleaned so far:

Phil Murray, 1960-61 Executive representing Churchill High, received a Merit of Honour award.

Danny Buksak, 1960-61 Executive representing United College, received an Honour Society Certificate of High Scholastic Achievement.

Helen Feir, 1960-61 Councillor representing St. James Collegiate, was valedictorian for her Grade XI class; also won a \$50.00 scholarship as runner-up for the Governor-General's Medal.

Dennis Denney, 1960-61 Executive representing Grant Park High School, won a scholarship award from the Navy League of Canada for Cadet Achievement.

Betty Nichol, 1960-61 Councillor representing Balmoral Hall, was chosen Head Girl for the school for the coming year and received both the Havergal-Rupert's-land scholarship of \$50.00 and the Elizabeth Patton Memorial Shield for General Proficiency.

Lorraine Soltess, 1960-61 Councillor representing Tech-Voc High School, was valedictorian of her class and also received the student Council Award for achievements in Council and for work as Vice-President of Students' Council.

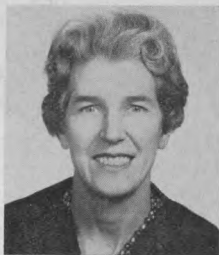
Paulette Beaudry, 1960-61 Councillor representing St. Joseph's Collegiate, received a \$25.00 award from the Native Sons of St. Boniface for general proficiency and academic standing.

Gail Taylor, 1959-60 Councillor, was awarded the Charleswood Consolidated Home and School scholarship.

Donald A. King, 1953-54 Executive representing Daniel McIntyre and 1954-55 Senior Executive, was ordained a minister in the Lutheran Church of the Cross. He is a graduate of United College and his first charge is at Weyburn, Sask.

NEWS OF AND FOR EATONIANS

CLARA GREENING, Sales and Expense Office, was elected President of the St. Stephen's-Broadway Badminton Club at their annual meeting held in the spring. This news will interest all badminton players as Clara tells us that this club, located so centrally at St. Stephen's Church on Broadway and Kennedy, will welcome new members, men and women, beginners and experienced players. The fee is \$12.00 single, \$16.00 for a married couple. Play is on Tuesday and Thursday evenings and Saturday afternoons, and on Saturday afternoon tea is served and a social time enjoyed. Phone Clara for further details.



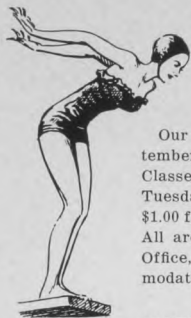
JANICE MUIRHEAD, daughter of Mr. F. G. Muirhead, Regional Catalogue Manager, was prominently reported in the Free Press of Saturday, July 29, in connection with her prowess as a water skier. She is the reigning senior women's water skiing champion of Manitoba and placed second in the Canadian championship competitions at Picton, Ontario, recently. The article went on to describe her experience in kite skiing while she was in the east—a breath-taking story. Janice is also known widely as a speed-skating champion and in addition will enter fourth-year Home Economics at the University of Manitoba this fall. Incidentally, Janice is now only 20. Congratulations, Janice, and we will watch for further championship announcements.



MR. ALF BANKS, a retired member of the Receiving Room Department, called to talk to your editor recently. He retired in 1947 and moved to Vancouver. He was visiting in Winnipeg and looking hale and hearty. Mr. Banks has been working for the Salvation Army at various maintenance jobs since his retirement, but gave it up two years ago, feeling that he had had enough of work by that time. Mrs. Banks was in town with him and is also in good health. They wish to be remembered to their Eatonian friends.

Why would Contacts publish a picture of an electric iron, you may ask. This is a very special iron brought into the Store on our recent birthday by Mr. D. Thomas of Spence Street, who bought it on our first birthday in 1905. It is still in use and therefore has its claim to fame. . . . Another incident of our birthday: Mr. Miller of Public Relations reports that Mrs. F. Donahue of the Warwick Apartments called in to see him that day to report that she had helped in the Store on the opening day, and has been for many years a loyal supporter of Eaton's. Our thanks to both these customers for their interest and good wishes





SWIMMING CLASSES FOR WOMEN AND GIRLS

Women and Girls on Our Staff—Please Note!

Our annual session of swimming instruction starts on Tuesday, September 5, runs for ten Tuesdays and ends on Tuesday, November 7. Classes will be held in the Sherbrook Pool at 6:00 to 7:00 p.m. on these Tuesdays and instruction will be provided by the Red Cross. The fee of \$1.00 for the ten lessons, including pool fee, is the best bargain in history. All are welcome, swimmers and non-swimmers. Register at Contacts Office, Second Floor, Store. Do it early to avoid disappointment. Accommodation is limited.

NOTES ON WOMEN'S GOLF by Ina Caners

The month was hot and so were some of the golf scores turned in. The happy winners of the Monthly Spoon Competition (June), were:

A—Miss Louise Martin, Dept. 1100D; B—Mrs. Hilda Cousins, Dept. 103; C—Miss May Adderley, Dept. 167F.

Let us have your best score for each month, girls. Fill out a duplicate golf card and place in boxes provided for that purpose, 2nd floor, Store (outside Employment Office), and 6th floor Catalogue Building, near entrance of the Employees' Coffee Shop.

There are three different categories, namely A, B and C. Never mind if your score is way over par. Who plays par golf anyway? Whether your score is 80 or 140 you could still be a winner in your particular group. Be sure to give your department and number as well as your name when signing golf cards. **Watch that putt!**



EATON WOMEN'S CURLING EXECUTIVE 1961-62

Standing, left to right: Mickey McGuire, City Ads; Flo Beauchemin, 116; Ruth Spurway, Contacts; Heather Parker, Superintendent's Office; Ina Caners, 122; Fran Koslok, 110S.

Seated, left to right: Kay Shores, 161; Anne Surbey, 70; Elva White, President, 222; Ruby Fraser, Employment Office; Shirley Brown, Correspondence. Missing: Isabelle Hanna, Sales and Expense.

Above you find the list of those who will make every effort to provide the women of our staff with a winter of pleasurable curling. The Eaton Curling Rink on Mayfair Avenue is used by the women curlers at three separate times each week and you may join for any one of these or, if you wish, for more than one. Application forms will be available early in September, and will be mailed to last-year members. New applicants will be considered in the order of receipt of applications. Any member of the executive will welcome inquiries. This is a game for young and older women, experienced and greenhorn curler, and this club provides it at low cost.



HOLIDAY

1. Bow River
2. Tunnel Mountain Can
3. Takakkaw Falls, Yoh
4. Banff from Tunnel M
5. and 6. Camp at Tunne
7. Meeting of Winnipeg
8. Same of Flight No. 2
9. The oldest pharmacy
Yorkshire, established



14

13

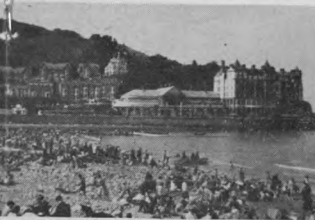


DAY HIGHLIGHTS

Camp
Yoho National Park
I Mountain Campground
nnel Mountain
eg members of Overseas Flight No. 1
o. 2
acy in England, Knaresborough,
shed 1720

10. Coast of Jersey, Channel Islands
11. Flight No. 1 leaving London
12. Flight No. 2 arriving London
13. Llandudno, Wales
14. Tower at Blackpool, Lancs.

Pictures 1 to 6 courtesy Mr. Ford.
Picture 9 courtesy of Mr. Hargreaves
Picture 10 courtesy Mrs. Bonar
Pictures 11, 12 courtesy B.O.A.C.
Pictures 13, 14 courtesy Mr. Ward





Left to right, top row: Maxine O'Donnell, 102; Carol Pippus, 174; Florence Nachtigall, 184; Kathy Wilchuk, 105; Margaret Sweinson, 1060; Nedra McIntosh, 174.

Bottom row: Bill, our batboy; Shirley Tiemer, 105; Margaret Walchuk, 184; Gail O'Rapiece, 105; Ardell King, 174; Connie Carrothers, 174.

Missing from picture: Gary Cooper, 1037, coach; Pat Recksidler, 147.

BASEBALL NEWS

With the baseball season drawing to a close we learn that the Royals have finished first both in the Sargent Park League and the Eaton League. It only remains now to play down for the trophies and these games will be played in early August. Keep up the good work, girls.

The Sargent Park League consists of the three Eaton teams and a team from each of the Great-West Life, the Winnipeg Supply and the R.C.A.F. Our Eaton teams are the Jets, the Imps and the Royals. More news about baseball in a later issue.

A MESSAGE TO EATON MEN GOLFERS by G. Morris

We are now well past the half-way mark in our 1961 golfing season. Your committee asks that all golfers now remaining in the **Knock-out Competitions** play their matches as soon as possible. This will make it possible to finish the competitions without having games taken by default.

Play in the **Ladder Competition** is still in progress. Your committee hopes there will be more activity in this event in the remainder of the season.

Please remember **Play-off Day — Monday, September 18.**

To All Seniors and Grandfathers: Your big golfing date is Monday, September 11. Be sure to get your applications in early. This is a very popular field day.



EATON MEN'S BRIDGE EXECUTIVE, 1961-62

Left to right, seated: Barry McCallum, 104, President; Dick Howard, 100X, Secretary-Treasurer. Standing: Ron Duval, 237; Geoff Ross, 28; Chuck Sander, Construction Office. Missing: Jim McKinley, 172.

THE NEW LOOK IN MEN'S BRIDGE by Barry McCallum

This season there will be no more tiresome arranging and cancelling of home games. Commencing in the early fall the Men's Bridge Club will meet every second Thursday in the lounge of the Eaton Curling Club. We are arranging for a minimum of ten such evenings during the winter. There will be a charge of 50 cents per evening to cover the cost of prizes, food and new cards. The membership fee is only \$1.00.

To be eligible for the trophy each member will require an attendance record of at least 60%. All matches will be duplicate bridge.

WHAT IS DUPLICATE BRIDGE?

There are three basic differences between duplicate and contract bridge.

1. A slightly different way of scoring.
2. Once the cards are dealt they are not shuffled again. Every team plays the same hand which is passed from table to table. The object, of course, is to score more points for the same hand that all have played.
3. The element of luck is greatly reduced.

You needn't be an expert to join. Come and match your wits against the experts. Bring your own partner or contact one of the committee members to get one for you. Here's your chance to enjoy some lively bridge evenings this winter.



ANOTHER FISHING EXPEDITION

Members of the Eaton Fishing Club are advised to make no other plans for the September week-end. Arrangements have been made for an inexpensive two-day trip to the far north — Grand Rapids—by bus. We'll catch the big ones this time for sure. Inquire for details from members of your executive.



MAIN FLOOR

Drugs, Cameras—By I. Robertson

So glad to see Mr. Sigvaldason and Bernice Bannerman back with us after illnesses.

We are missing Yvonne Eliasson who has left us to take up permanent housekeeping.

Sorry to see Bob Winick and Dell Smith leave our department. Good luck, folks.

It was a pleasure to see Miss Angus (now retired and living in Victoria) renewing old friendships in our department.

We hear Department 512 has been barbecuing and supplying their own entertainment! Nice to have talent in one's own department.

Toys—By C. N. McKeen



Congratulations to our Manager, Mr. Anderson, on his reaching his 25th anniversary and many thanks to him and Mrs. Anderson for the marvellous party at his home on Saturday, July 29. Mr. Anderson was on holidays when his anniversary date arrived on Thursday, July 27, but as he was enjoying his swimming pool and relaxing at home, we were able to celebrate with him.

The love bug bit the Toy Department hard in July. Mamie Yates announced her engagement to Jack Lee on July 26; Madge Brown told us about her engagement to Bill Lupel on July 28. All our good wishes to all of you.

Candies—By J. Grundy

Adeline Monaster arrived at work July 17 with quite a sparkle in her eye. The reason: a lovely diamond on her third finger, left hand. Best wishes to you and the lucky man, Adeline.

On Thursday, July 27, a shower was held at the home of Mrs. Phyl Edwards in honour of Miss Joy Bushby. The bride-to-be received a set of Wearever pots and pans. The big day is August 26.

Notions—By Elva White

Jeanette Dumont received a beautiful diamond in July from Denis Lussier. Our good wishes go to you both.

Honouring Jim Mawhinney on his retirement in mid July, a department party was held at Isabel Laing's summer home at Whytefold. Food and fun were enjoyed by all. Jim was presented with a billfold and money. May you have improved health, Jim.

Men's Clothing—By Bea Nash

Our best wishes to Mrs. Kathy Dickie who has left us to take up full-time home-making. Kathy was presented with a hand bag on behalf of the management and staff.

Best wishes also to Bob Pushee who leaves us to continue his university education. Good luck, Bob.

* * *

SECOND FLOOR

Personnel—By Ruby Fraser

Tuesday morning, July 25, the Personnel staff met to give our best wishes to Eleanor Quinn, a bride of July 28. Eleanor was presented with a combination waffle iron and sandwich toaster and a sandwich tray. Mr. Rodway made the presentation on behalf of all the staff.

A kitchen and pantry shower was held for Eleanor at the home of Betty Schlamp which saw all the female members of the staff plus a number of former members gathered to present her with copperware kitchen ware and each girl took along something for her pantry. A very nice time was enjoyed by all.

Eleanor was married to Mr. Robert Vokey on July 28 at a very pretty wedding ceremony at St. Giles United Church. Eleanor was a very radiant bride and may that sparkle never leave her.

We had a visit from Mabel Hutchinson, a former member of the Employment Office staff, who was visiting from Saskatoon. It was nice to see you, Mabel, and glad to hear that you are enjoying Saskatoon.

Our best wishes to Mr. Jim Paul on his recent appointment as Assistant Staff Superintendent, Head Office, Toronto. Jim will be back in September and at that time we will honour him with a dinner.

Another recent visitor was Mrs. Lynne Desjardins, nee Karesa, formerly of Wage Administration. Lynne now lives in Jasper, Alberta.

Piece Goods and Patterns—By G. Chrispin

Best wishes to Brenda McDonald of the Pattern Department who became Mrs. David Oakery on June 17. She was presented with a lovely wall mirror.

We all wish Miss Peggy Muddeman every success in her new office position with the Garage. As a parting gift she was given a record player and records. We all miss you, Peg.

We also said good-bye to Miss Hollander who left to reside in Calgary. Hope you get your oilman, Carole. Miss Hayhurst has left us to further her education. Both girls were presented with personal gifts.

We welcome three new girls to our department: Miss E. Grotjahn, Miss E. Fénner and Mrs. O. Johnson.

Our sincere sympathy goes out to Mrs. Lil Baier on the death of her mother.

Budget Fashions—By N. Jackson

On July 13 Mr. Bruce Evans celebrated his admission to the Quarter Century Club. His desk was decorated and he was the recipient of numerous gifts. Many well-wishers came to visit him during the day to offer their congratulations. The department presented him with a suncoat for his leisure hours (his, if he can move faster than other members of his family) and a leather album to preserve his cards, letters, telegrams and many other mementos. In the evening Mr. and Mrs. Allan MacLean entertained at their home in his honour and from the viewpoint of Mr. Evans and all the members of his staff, the evening was a complete success.

Best wishes to Vera Windsor of our stockroom who left recently to make housekeeping a full-time job. The department's gift to Vera was a glamour pin.

* * *

THIRD FLOOR Housewares



Friday, August 4 was the 35th anniversary of Miss Mabel Lightfoot of the Housewares Department. She started December 3, 1924 then left and came back on August 4, 1926. She worked in Departments 5, 1206 and 1760 in the Catalogue before joining the Housewares ten years ago. Her main hobbies are badminton and travelling. On the morning of August 5 a presentation was made by Mr. McFadyen. She also received many beautiful personal gifts. Her associates entertained her at a dinner. We all join in congratulations and good wishes, Mabel.

* * *

FIFTH FLOOR

Grill Room—By Ruby Tait

The Cake Counter girls entertained at the Shanghai in honour of Mrs. Allie Pelletier who is leaving to reside in California.

On July 29 wedding bells rang out for Tina Bergen who married Dietrich Neudorf in Berghaler Church at Plum Coulee. Helen Pelletier was married July 12 and Gerry Busser was married July 29. Best wishes to these happy couples.

Double honours were paid on July 10 when a dinner was held at Zoratti's for Mr. G. Fox and Miss Katie McLeod in honour of their retirements. Mr. Fox was presented with a dressing gown, toiletries and film from 1112 Department on that occasion and Miss McLeod received a purse. Then on July 28 Mr. Fox received a wallet from the department and several personal gifts. Miss McLeod received a wallet from 1100 Department on August 1 and many personal gifts. Our best wishes to you both for a long and happy retirement.

Our deepest sympathy to Mrs. Kay Brooks on the loss of her mother.

Contacts, August, 1961

Children's Clothing—By G. Jenkins

Welcome to our new stockroom girl, Miss Edith Chateau. Edith will be our "top man" on the eighth floor. We hope you enjoy working with us, Edith.

On July 15 we said good-bye to Mrs. Anne Kolochuk, Section Head of Girls' Lingerie, who left to take up housekeeping. She was presented with a suncoat from the department and numerous other gifts from her friends in the Store. We wish you all success and happiness in the future, Anne.

* * *

SIXTH FLOOR

Floor Coverings—By Gladys McLean

Sorry we missed Contacts last month but really had no news.

Thanks to all those on holiday who have sent us cards from far away places. Always glad to hear the holidays are being enjoyed so much. Hope Margaret Ehman's luggage caught up with her in Kelowna. Doug Clague is on his quarter-century holiday and with his wife, Dorothy, and two boys, is enjoying a trip to California.

We were sorry to see Fred Brown leave our department. Fred was a very popular member of our staff but decided to try a different type of work. We all wish him every success.

Our sincere sympathy to Mrs. Shapansky in the loss of her husband, Jake, who was a member of our work-room staff until his illness in 1955.

Expense Control—By John A. Lewington

Congratulations to Mary O'Brien who won the October trip to Nassau sponsored by the Lions Club.

A welcome back to work goes to Al Adams who has been resting at home after a short stay in hospital. Hope you are feeling better now, Al.

Another Adams in the news. This time it is Bob. He did it again—an honours placing in the Toronto Credit Management Course. Bravo!

Belated congratulations to Mrs. Gerry Turner on her recent marriage to Doug, the son of Mr. Ron Turner of the Garage. Gerry was presented with a floor lamp by her fellow employees. Best wishes for the future, Gerry.

It's commonplace to have a vacation in the summer, but who ever heard of going on holidays to get some work done. Well, that's our Tom Price. Tom is attending the summer session of the University of Manitoba. Here's hoping you do well, Tom.

Customs and Traffic—By Nan Morrison



Mr. H. McAmmond

To celebrate their 35th anniversaries with the Company, the Customs and Traffic Department held a dinner party at the Kelly House on July 20 in honour of Mr. Harold McAmmond and Mr. Fred Brown.

At the conclusion of the dinner gifts were presented and all in all a very pleasant evening was enjoyed by the staff.

On Friday morning Mr. McAmmond was the recipient of a garden lounge from the staff.

SEVENTH FLOOR

Furniture and Beds—By S. McGavin

Newest addition to our sales staff is Gordon Beck who came to us from the Employment Office.

Good to see that demon switchboard operator back with us even if it is just for a short spell at summer replacement. Welcome home, "Cubby."

With holiday time rolling by many of our staff are returning with healthy bronzed looks as a testimonial to their sojourn in the sun (or is it Sir-Tan?).

* * *

EIGHTH FLOOR

Wages Office—By Rhoda Cummings

Doris Probetts, our cashier, arrived at work on Thursday, July 6, to find her desk decorated with a dozen red roses and many lovely gifts, the occasion being her 25th anniversary with the Company. Mr. Neelands, on behalf of the staff, presented her with a beautiful corner cupboard of Antique Maple. Doris' other gifts included a lawn chair, an oil painting, a pair of towels, and a Glider wagon to use at her summer cottage at Victoria Beach. Doris received a diamond ring from the Company.

Best wishes for the future are extended to Dorothy Clupp and Lenore Bowman who left to make housekeeping their full-time job.

Welcome to the two newest members of the front office, namely Betty Hall and Dorrie Platt.

All of us extend our sincerest sympathy to Doris Probetts and her family in the recent loss of their mother, and to Mary McLennan and family in the loss of their grandmother.

* * *

NINTH FLOOR

Construction Office—By C. Thomas

On the 15th of July Shirley McLaren became the bride of Ross Mabon at Neelin, Manitoba. A carpet sweeper was presented to Shirley on behalf of the department. Our very best wishes to you both for a long and happy married life.

* * *

STORE SERVICES

Elevators—By Kay Thomas

Congratulations to Aldous Brow, our former head girl, who came in one day the early part of July and showed us a beautiful diamond on that all-important finger. The lucky fellow is Stan Barlow of the Dispatch Department. The wedding will take place September 30 in St. Luke's Church. We all wish you both the very best in the future.

We would like to welcome the following new members of our staff: J. Wier, A. Staines and T. H. Haskayne. Hope you will enjoy working with us.

Good luck to June Numalyk, Lynda Haney, Wes Tebbe and Jim Milne who recently left our department.

We also welcome Vida Morrison back after her slight accident. Hope you are feeling better.

Eighteen



SECOND FLOOR

Assembly and Mailing—By Ina Caners

We welcomed back to work Miss Margaret Dereshowski of 122 Department, Mr. Barton Beers of 122D, and Mrs. Ludie McCorrister of 113 Department, who have been absent for several weeks through illness.

All quiet here, the holidays are in full swing and many are away. July will be remembered as the month "when the rains came"—it almost seemed as if the impossible had happened.

Department 113 reports the engagement of Miss Lorraine Konick to Mr. Clifford Franklin on July 6. Congratulations are in order.

Miss Grace Woodward left July 21 to marry Mr. W. McGill. They were married July 22 in Immaculate Conception Church. Grace was presented with an electric fry pan from 113 and 122 fund, a beautiful comforter and many other useful gifts from her friends and department associates. Our best wishes for your happiness, Mr. and Mrs. W. McGill.

* * *

THIRD FLOOR

Jewellery and Watch Repair—By L. Valcourt

Best wishes to Nellie DeLeeuw whose marriage to Ronald Defoort took place on June 30 at St. Vital United Church. She was the recipient of a steam iron from the department. We all wish them good luck and happiness in the future years together.

A speedy recovery to Mr. Jimmy Kinley who is at present convalescing at home after his recent stay in the hospital.

* * *

FOURTH FLOOR

Women's Shoes—By I. Emslie

On June 9 Mrs. Madie Savage left due to ill health. Mr. Reid presented Madie with a bedspread on behalf of the department. She was also the recipient of many other gifts from her friends. We all wish her a speedy recovery from her recent operation.

Hardware—By P. Muzik and B. Landry

On Thursday, July 27, George Sargeant of Farm Implements celebrated his 40th anniversary with Eaton's. Mr. Harding, on behalf of the staff, presented him with a Coleman camp stove and lantern. George also received some personal gifts. Best wishes from all of us, George!

Contacts, August, 1961

On Friday, July 28, Beverly Woychysyn left Eaton's to work for the Manitoba Telephone System. On her departure Mr. Harding presented her with a necklace and earring set on behalf of the Plumbing and Heating group. Bev also received a jewellery box and a pen and pencil set from some of her co-workers. Best wishes for success in your new job, Bev.

* * *

SIXTH FLOOR

Customers' Relations—By P. Johnston

Congratulations to Judy Talbot of our department who journeyed out to Beausejour on July 1 and returned the happy winner of the beauty contest. Judy received a lovely watch as her prize and is proudly displaying it to her friends.

Ron Frew was married on July 22 to Miss Frances Ireland in Killarney United Church. He was presented with a dinner set and lazy Susan from the department together with a number of other gifts from his friends. Good health and happiness to both from all of us.

* * *

SEVENTH FLOOR

C.O.D. Collections—By Betty Kuxhouse

On Wednesday, July 12 a dinner was held at Zoratti's Restaurant in honour of Olive Quinlan who became the bride of Charlie Murray on July 22. At this time Olive was presented with a lovely canister set. Our best wishes for a long and happy life together went with this gift to Olive and Charlie.

Our sincere congratulations and best wishes are extended to Denise Latrail and Wilf Peters who became engaged on July 15.

Our deepest sympathy goes out to Mrs. Ruby Magnusson at this time in the sudden loss of her sister; also to Mrs. Brent in the loss of her father who passed away July 11 and to Mrs. Olga Smith in the loss of her baby daughter.

We welcome Pat Station to our staff and hope she will enjoy being with us. (Our gain and 184's loss.)

We welcome back Betty Kuxhouse who was away on the sick list this month.

Women's, Misses', and Juniors' Dresses

By M. J. Neil

Congratulations and best wishes go to Miss Sonia Topolnicki who received a lovely diamond from Dennis Badiuk on July 24.

Catalogue Copying—By M. Wilson

On July 5 a dinner was held in honour of Pat Wallace at the Wah-Lai Gardens at which friends from the department presented her with a pretty punch bowl set in honour of her forthcoming marriage.

Pat received a bedspread from the department and an electric clock from the girls, among many other gifts, as she left on July 12. Her marriage to John Hargraves was solemnized at St. John's Cathedral the following Saturday. Our every wish for happiness goes with you, Pat and John.

Myrtle Schoenborn came in with a pretty diamond lately — George Parker being the lucky boy. Guess our Myrt is really growing up!

Liz Masnyk was presented with a gift of jewellery when she left July 28 to take a position elsewhere. We wish you success, Liz.

We hope Linda Timmins and Beverly Benson are doing all right without their appendicites and that they are improving in health each day.

Due to holidays intervening, we may be a little late in saying so, but we do say welcome back to Elsie Course, Eva Spiers and Gwen Frouche and may your health continue to improve.

Women's Housedresses, Underwear and Lingerie—By J. McKendrick

Congratulations and best wishes to Violet Witko who married Peter Sliwa on July 8. The girls held a dinner for Vi at the Red Lion Inn where she was presented with a bedspread.

On June 28 on behalf of the department, Mr. R. A. Chatfield presented Vi with an acrilan rug. Her associates also presented her with personal gifts. We wish you both the very best in the future, Mr. and Mrs. Peter Sliwa.

* * *

SEVENTH, EIGHTH, MAIN FLOORS

Catalogue Salesroom and Telephones

By A. Christensen

Our deepest sympathy to Gladys Burnand of Catalogue Telephones in the loss of her mother on July 6.

Pearl Rentz of Catalogue Telephones is still on the sick list at the time of writing. You have had a long spell of illness, Pearl, and we all hope you are on the mend and will be back with us before long.

Anne Bosnick of Catalogue Telephones has returned to work after her recent stay in the hospital, feeling much better. Anne is now on holidays and we hope the rest and relaxation will complete her return to perfect health.

Congratulations to two of our Catalogue Salesroom girls who received important rings this month. Tove Jensen accepted a ring from Rolf Henning on July 15, and also on the 15th Marie Campbell received hers from Ralph Atkin. Our very best wishes to you all.

* * *

EIGHTH FLOOR

Exchanges—By M. Davies

Our very best wishes to Joan Ryland who left us on July 16. To mark the occasion Joan was the recipient of many lovely gifts presented by Mr. English on behalf of the management and staff.

Joan was entertained at the Holiday Restaurant at a no-hostess luncheon at the noon hour.

Men's and Boys' Furnishings and Clothing

By D. Dee

The sudden death of Jim Black on July 10 while holidaying with his family at Falcon Lake, came as a great shock to us all. We extend our deepest sympathy to his wife and family.

Wedding bells will ring for two of our girls Saturday, August 5, when Miss Joyce Wallis will be married to Mr. Lyle Hassett and Miss June Claeys to Mr. Robert Van Wynsberghe. On their prettily decorated desks were many lovely gifts and from the department Joyce received a blanket and June a table lamp. Mr. A. M. Jenkins made the presentations expressing the wishes of all present for a very happy married life.

We are glad to have Mrs. Lil Waller back. She has been absent for several weeks through serious injury to her finger.

Congratulations to our "grandparents" — Mr. Dave Brown who recently became grandfather to Diane Elizabeth, and to Mrs. Nettie Demchuk, grandmother to Lori-Susan.

Nice to receive cards from Bertie Carruthers, who is at present holidaying in Toronto.

We were glad to have Mr. F. Winter, of our Buyers' Office, Toronto, call in to see us the other day. Mr. and Mrs. Winter and family are spending their holidays with relatives and friends in Winnipeg.

NINTH FLOOR

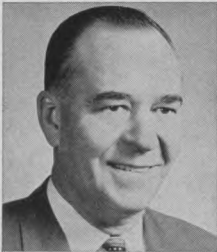
Notions—By E. Moore

On Thursday, July 6 Miss Ruth Francey celebrated 25 years with the Company, all of which were spent in Department 22. Her table was decorated beautifully with flowers and streamers. Mr. Price presented Ruth with a clock radio on behalf of the department; she also received many other lovely gifts. Many friends visited Ruth throughout the day and at noon a luncheon was given at the Holiday Inn by her co-workers, at which many former and part-time employees were present.

* * *

ALEXANDER AVENUE WAREHOUSE

Warehouse Operating—By Nonie Threestred



On Wednesday, July 19 Mr. Herb Graham, Manager of Alexander and George Street Warehouses, celebrated his 35th anniversary with Eaton's. In the morning when Mr. Graham arrived at work, his desk was decorated for the occasion. All the Warehouse staff gathered to congratulate him and Mr. D. Foster, on behalf of the staff, presented him with a skill saw. His former department, Catalogue Exchanges, pleasantly surprised him by presenting him with a caddy cart and golf balls. Congratulations from his numerous friends continued all day long and he received many personal gifts.

PROMOTION FROM WITHIN

By G. W. Rodway, Employment Office

Our Company strives to make effective the policy of promotion from within wherever this is possible. We are also anxious to assign employees to positions for which they are best qualified.

Current job openings are posted regularly on notice boards throughout the buildings. If you see something of interest to you, please do not hesitate to seek further information from the Employment Office.

Interviewing hours are now restricted to 10:30 a.m. to 12:30 p.m. and 2:30 p.m. to 5 p.m. Whenever practical you should direct your inquiries to us during these periods.

Twenty

RECENT APPOINTMENTS

WESTERN BRANCHES

REGINA STORE

Department R272 — Carpets, Linoleum, Oil-cloth, Tile and Oriental Rugs:
MR. C. H. SMITH, Assistant.

SASKATOON STORE

Department S229—Men's and Boys' Clothing, Furnishings, Hats, Caps and Furs:
MR. E. E. HALIFAX, Department Manager;
MR. E. A. ADAMSON, Assistant.

Department S267—Chintzes, Cretonnes, Curtains, Shades, Awnings, Tents, Flags, Paints, Wall-paper, Pictures, Varnishes, Metal Polishes, Brushes, Electric Lamps, Fixtures and Appliances:
MR. F. A. DEAR, Assistant.

EDMONTON STORE

Department E205—Books and Stationery:
MR. O. G. BUCHWALD,
Department Manager;
MR. J. McVEIGH, Assistant.

Department E212 — Drugs, Toiletries, Soaps, Cameras and Candles:
MR. L. R. METERS, Department Manager;
MR. R. S. HARRISON, Assistant.

Department E221—Optical;
Department E421—Hearing Aids:
MR. G. F. WILLOUGHBY, Department Manager.

CALGARY STORE

Department C421—Hearing Aids (New Department):
DR. D. C. HAMM, in Charge.

Department C244 — Women's and Misses' Coats, Suits and Furs:
MR. G. R. JACQUES, Assistant.

LONG-SERVICE ANNIVERSARIES

FIFTY YEARS

Mr. Robert Morrow, Elevators... September 1

FORTY-FIVE YEARS

Mr. Thomas Dodds, Manager,
Catalogue Wall-paper, Paints
and Electricals, etc. September 7

FORTY YEARS

Mr. Reginald Pryne, Assistant,
Catalogue Draperies, Curtains... August 23

THIRTY-FIVE YEARS

Mr. Ralph M. Clark, Department
Manager, D.A. Office. August 25
Mr. George Nisbet, Lower Priced Store
Men's and Boys' Furnishings.... August 30
Mr. Frederick H. Brown,
Customs and Traffic. August 30
Mr. John Kulack,
Budget Fashions. September 7
Mr. Theodore E. Anderson,
China Packing. September 7

TWENTY-FIVE YEARS

Mr. William McCartney,
Night Watchmen. August 31
Mr. William L. Palk,
Assistant General Manager,
Western Division. August 31
Mr. Gordon H. G. Walker, Women's
High-Grade Shoes. September 1
Mr. Burton Saunby,
Sausage Work-room. September 10

Contacts, August, 1961

AUTOMATION

AND THE '61 SALES CLERK

Courtesy of "Bi-Weekly" Eaton's—Hamilton

You, as retail merchandise sales clerks, hold positions that are unique in regard to the permanence of their existence.

There are many uncertainties about which we are justifiably concerned in this age of scientific ingenuity. The advent of inter-continental rockets, jet bombers, atomic missiles and outer-space exploration has caused drastic changes in our way of life socially, politically and economically. And one technical advance has proved to be of incalculable value to many commercial enterprises, namely, automation.

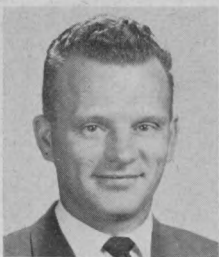
The advantages of an automatic machine over the human body are very evident for many jobs. For example, opening supermarket doors for parcel-laden customers or flying giant jet airplanes or handling the assembly line quality control of steel and fabrics and plastics in factories. There are thousands of jobs being done now by machines — and automation is in its infancy — that men or women could not do at all, or could not do as competently.

A machine could be constructed that would operate more punctually and more efficiently than do many clerks; would have a more business-like appearance; would not take mental jaunts into social or other extra-curricular activities during working hours. Machines would operate expertly regardless of real or imagined competition, and so eliminate the possibility of lost sales because of a depressed attitude caused by rumours and misinterpreted facts.

However, a machine cannot be built that incorporates imagination. Machines cannot possess character, a sales person's most valuable, albeit intangible asset. A machine is incapable of cheerfulness, of obvious and enthusiastic confidence in both the goods for sale and in the company that sells them. No machine could be sincerely concerned with satisfying a customer's requirements in a specifically stated price range. Above all, not now or in the future, will anyone ever be able to build courtesy and co-operation into a machine.

So, we have two commitments: Eaton's to guarantee the quality, value, price and performance of all the merchandise for sale; the employees to accentuate the desirable human characteristics not found in machines which result in customer purchases and satisfaction. There is less likelihood of a machine replacing a sales clerk than there is of the same clerk celebrating a Quarter Century Club membership by negotiating a successful trip over Niagara Falls on a crokinole board.

Howard Clifford, Hm. 256



Mr. W. Welch

SUGGESTION WINNERS



Mr. R. Johnson

Mr. W. Welch , Catalogue Jewellery and Hand Bags.....	\$50.00
Mr. R. Johnson , Catalogue Men's Shoes.....	10.00
Miss L. A. Stanley , Red Lake Order Office.....	6.00

CUSTOMERS COMMEND . . .

Mrs. Mary Thompson, Women's Dresses

A letter from Miss O. Shewchuk of Kelvin Street says, in part: "This is a letter praising Mrs. Thompson of the Women's Dresses. I am a teacher at Sisler High School and was assisted by Mrs. Thompson in buying a dress for a very special event. I was fortunate to secure her services. Her judgement was so unerring that the first two dresses she brought in for me to try on were exactly right and instead of buying one as I had planned, I bought both. Mrs. Thompson does a better than good job, which is why I am taking time from a busy day to write in."

Miss Ann Joss, Shopping Service

Miss Viviane Belzile of Fort Churchill, Manitoba, writes: "Dear Shopper: I am so pleased and I appreciate the kind attention you gave my orders. I could not have chosen better myself. The material for the wedding gown is simply wonderful, the head dress is perfect, the white satin shoes are the finest I ever had and so comfortable. On my wedding day I will be beautifully dressed, thanks to you. We in Churchill are very fortunate to have this service."

Mrs. Dorothy Phillips, China Department, and Miss Gerry Vandenhoven, Parcel Inspectors

Mrs. Paul Meyer of Minneapolis, writes: "While visiting Winnipeg recently we made many purchases of Canadian glassware and English china. Mrs. Dorothy Phillips rendered us the best of service and we wish you to convey our thanks to her. Also the lovely girl (Gerry Vandenhoven) who packed the items so perfectly that everything was intact when we arrived home after travelling almost 2,550 miles."

ANSWERS TO PROBLEMS ON PAGE 7

Problem 1

To find the average sale, divide dollar sales by the number of transactions. Hence, \$4,500.00 divided by 8,000 would equal \$0.56, the amount of the average sale.

Problem 2

If the number of selling days were the same both years, we would simply add 10% to \$25,000. Planned sales this year would then be \$27,500. To adjust for the difference in selling days, divide \$27,500 by 26 days. You have a daily sales average of \$1,057.69. Now multiply daily sales average by 25 days. Result is \$26,442.25—the sales to plan for this year.



MR. JOSEPH YOUNG

Mr. Joseph Young of the Cash Department died suddenly on Monday, July 10. He had been employed by the Company for 28 years. Mr. Young is survived by his wife and four sons, two sisters and four brothers. To them we extend our heartfelt sympathy.

MR. DAVID JAMES BLACK

Mr. David James Black, Catalogue Men's Furnishings, died suddenly at Falcon Beach on Monday, July 10. He had been employed by the Company for 35 years. Surviving are his wife, two daughters, one son and his father, two sisters and one brother in Ireland. Our sincere sympathy goes out to them at this sad time.

MRS. LILLIAN J. DANIELS

Mrs. Lillian J. Daniels died on Thursday, July 27. She had been employed in the Grill Room Department. Two daughters, one sister and two brothers survive her. To them we offer our sincere sympathy.

MRS. CLARA SOPHIA GOULD

Mrs. Clara Sophia Gould, who retired from the Grill Room Department 17 years ago after 29 years of service, died on Monday, July 3. She is survived by one daughter to whom we extend our sympathy.

MR. ROBERT ELLIS OWEN

Mr. Robert Ellis Owen, a retired member of the staff of the Winnipeg Buying Office, died on Wednesday, July 5. He had served with the Company for 24 years, retiring in 1950.

MR. JAKE SHAPANSKY

Mr. Jake Shapansky, who retired from the Carpet Work-room in 1955 after 11 years' service, died on Friday, July 7. He is survived by his wife, Mrs. B. Shapansky of the Carpet Work-room. Our deepest sympathy is extended to her.

MRS. MAUDE BONN

Mrs. Maude Bonn died on Sunday, July 16. She had retired from the Shirt Factory in 1940 after 26 years of employment with the Company. Mrs. Bonn is survived by her sister to whom we extend our sincere sympathy.

MRS. ADDIE CELESTIA WHITING

Mrs. Addie Celestia Whiting, who retired from the Drug Department in 1946 after being employed by the Company for 32 years, died on Saturday, July 15. Her husband predeceased her in 1944.

MR. GEORGE PAULL

Mr. George Paull died suddenly on Thursday, July 27 at Winnipeg Beach. Mr. Paull had been employed in the General Office for 33 years prior to his retirement in 1950. He is survived by three daughters and one son. To them we extend our sincere sympathy at this sad time.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Mother

Mrs. W. Chambers.....Cash Office
Mrs. G. Burnand.....Catalogue Salesroom Phones
Mrs. R. Brooks.....Cake Counters
Mrs. F. Hodgson.....Lighting Fixtures
Mr. P. Mireault.....Delivery
Miss D. Probetts.....Wages Office
Mrs. L. Baier.....Patterns

In the Loss of a Father

Mr. J. Prevost.....Night Caretaking
Mrs. A. Stelmach.....Catalogue Dress Goods
Mr. L. Lockhart.....Dispatch
Mrs. M. Brent.....Catalogue Cashiers
Mr. H. Bowlby.....Hardware
Miss A. Clarkson.....Deposit Accounts
Mr. E. Rohloff.....Catalogue Assembly, Billings
Miss I. Hanna.....Statistical Sales and Stock

Contacts, August, 1961

In the Loss of a Step-Father

Mr. L. Beavis.....Delivery

In the Loss of a Brother

Mr. B. Fright.....Receiving, Service Bldg.
Mr. S. McBeth.....Foodateria
Mr. N. Morrison.....Engineers
Mr. R. Young.....Fire Protection

In the Loss of a Sister

Mrs. E. Peabody
Catalogue Men's and Boys' Furnishings
Mr. D. D. Thomas.....Contract Sales
Miss Joan Eldred.....Cash Office

In the Loss of a Husband

Mrs. B. Shapansky.....Carpets, etc., Work-room

Twenty-Three

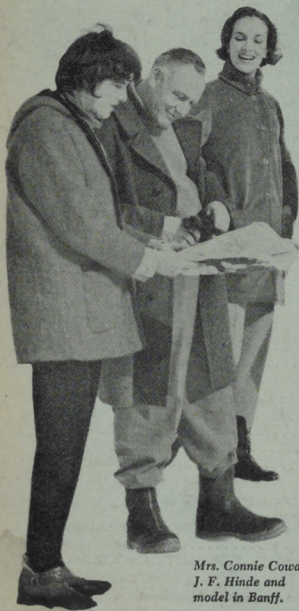


*We would climb
the highest
mountain...*

... could have been the song our Catalogue Advertising crew sang as they photographed the Fashion Opening for the Big Eaton Fall Catalogue, now being mailed out.

This time they went to Banff in the Rockies and here you see them—Mrs. "Connie" Cowan, Fashion Sales Supervisor and J. F. Hinde, Art Director, planning one of the colour photographs that make the Fall Catalogue so exciting.

"We used the famous LUXTON Museum in Banff as a background," recounted Mr. Hinde. "It is run by two venerable gentlemen named Luxton—naturally. Both men are well into their nineties but one of them remembers when, as a young man in Toronto, he was introduced to, and shook hands with Mr. Timothy Eaton, our Founder." I wonder if there is anyone else alive to match this?



*Mrs. Connie Cowan,
J. F. Hinde and
model in Banff.*



*"The charming girl on our
Catalogue Front Cover, looking
at a first issue of the
Fall Catalogue".*

The Eaton crew returned via Winnipeg and made some shots there. Lost sleep, frost-bite and hours of anxiety waiting for the sun to shine were some of the hazards, but when the pictures turn out well — and they did, it is worth it.

Where to next, Catalogue Shutterbugs?

HAVE YOU SEEN OUR NEW FALL AND WINTER CATALOGUE?

Here's a story about its production taken from "Eaton News" for June-July, our sister magazine.